

MARYLAND OFFICE OF TOURISM DEVELOPMENT AND MARYLAND TOURISM DEVELOPMENT BOARD

2011 TOURISM AWARDS

CALL FOR NOMINATIONS

INTRODUCTION

The Maryland Office of Tourism Development (OTD) and the Maryland Tourism Development Board (MTDB) are proud to present the 2011 Maryland Tourism Awards recognizing excellence and major contributions in economic impact, green/sustainable tourism, cultural heritage tourism and elevating Maryland's image as a tourism destination. These awards recognize the outstanding achievements of individuals, businesses, organizations and governmental agencies that have major impacts regionally or statewide.

The recipients of these awards assist OTD and MTDB in fulfilling their mission of increasing visitor expenditures to the state by:

- Promoting Maryland's attractions, accommodations and visitor services;
- Providing resident and out-of-state visitors with information and services to ensure a positive trip experience; and
- Positioning Maryland as a competitive destination worldwide.

Don't miss the opportunity to nominate yourself or others and earn recognition for exceptional work.

ELIGIBILITY

The 2011 Maryland Tourism Awards are open to all Destination Marketing Organizations, individuals, businesses organizations and governmental agencies offering a tourism product or service in Maryland. All entries must promote or support tourism to or within Maryland. Events nominated for consideration need to have occurred between July 1, 2010 and June 30, 2011. Self-nominations will be accepted.

ENTRY CATEGORIES

:

Economic Engine
Green/Sustainable Tourism
Cultural Heritage Tourism
Visit Maryland

AWARD DECISIONS

A panel of judges representing Maryland's tourism community will review each nomination. The judges will consider the criteria listed in the category description when making their selection. Each criterion will be considered on a point scale as indicated (100 points possible).

SUBMISSION GUIDELINES

- In some categories, nominees have the option of including a brochure or other support materials highlighting the nomination. Its inclusion, however, will not be considered in the point totals.
- Nominations will not be returned.
- Nominations received in one category may be moved by the judges to a more appropriate category.
- Entries must be received via email or U.S. Mail in the Maryland Office of Tourism Development by 5:00 p.m., September 26, 2011. Nominations received after September 26, 2011 will not be judged.

SUBMISSION REQUIREMENTS

In addition to the completed nomination form, a one-page narrative specifically addressing the category's criteria must be submitted. Please limit narrative to 350 words or less.

- If nomination is submitted via U.S. Mail, four (4) copies of the narrative and brochure must be included.
- Incomplete submissions will not be judged.

WINNERS' RECOGNITION

- Winners will be announced at an Awards Luncheon on Thursday, November 3, 2011 during the 2011 Maryland Tourism and Travel Summit being held in Annapolis, MD.
- If you and the person/organization nominated for an award are registered to attend the 2011 Maryland Tourism and Travel Summit, you will not be notified if your nominee is selected to receive an award. If you and/or your nominee are not registered to attend the conference, we will contact you and arrange for your (and their) attendance.
- Winning entries will be recognized in the Maryland Office of Tourism's e-newsletter, on www.visitmaryland.com and in a statewide press release from the Maryland Office of Tourism Development.

ENTRIES SUBMITTED VIA EMAIL SHOULD BE SENT TO:

sstilling@visitmaryland.org

Subject: 2011 Maryland Tourism Awards

ENTRIES SUBMITTED VIA U.S. MAIL SHOULD BE SENT TO:

2011 Maryland Tourism Awards

C/O Ms. Sandy Stilling

Maryland Office of Tourism Development

401 E. Pratt Street, Suite 1400

2011 MARYLAND TOURISM AWARDS CATEGORIES

Economic Engine Award

- Jobs creation – 40 points
- Positive economic impact to the region and state – 40 points
- Exemplary contributions to Maryland’s tourism industry – 10 points
- Other unique qualities – 10 points

Green/Sustainable Tourism Award

- Implementation of green practices such as energy efficiency, waste/pollution minimization, environmental purchasing, etc. – 80 points
- Economic impact and/or cost savings associated with “green” practices – 10 points
- Education to employees, customers and public – 5 points
- Innovative “green procedures” (any innovative effort not included above) – 5 points

Cultural Heritage Tourism Award

- Outstanding investments and contributions in stewardship and development of Maryland’s cultural heritage tourism product - 70 points
- Engagement in regional and statewide tourism initiatives (e.g. Harriet Tubman, Civil War, War of 1812, Chesapeake Bay Gateways Network) 20 points; Other unique qualities – 10 points

Visit Maryland Award

- Outstanding investment and performance in improving and promoting Maryland’s image as a travel destination – 70 points
- Use of new and innovative interactive media – 20 points
- Other unique activities with measured proof of performance – 10 points

2010 MARYLAND TOURISM AWARDS NOMINATION FORM

Please check the appropriate category:

- Economic Engine
- Green/Sustainable Tourism
- Cultural Heritage Tourism
- Visit Maryland

Nominee Information:

Name of individual/organization/Project being nominated:

Contact Name:

Mailing Address:

City/State:

Zip:

Phone number:

E-mail:

Nominator Information:

Name of individual submitting nomination:

Organization

Mailing Address:

City/State:

Zip:

Phone number:

E-mail:

If submitting nomination via email, provide one copy of each form or item as an attachment to the email.

If submitting nomination via U.S. Mail, provide:

- Four (4) copies of the nomination form
- Four (4) copies of the one-page narrative
- Four (4) copies of a brochure or other support material (optional)
- Separate nomination form and one-page narrative for each category in which nominating

SUBMISSION DEADLINE: Entries must be received in the Maryland Tourism office by 5:00 p.m. Monday, September 26, 2011.